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THE WAYZATA EVERBEARING STRAWBERRY

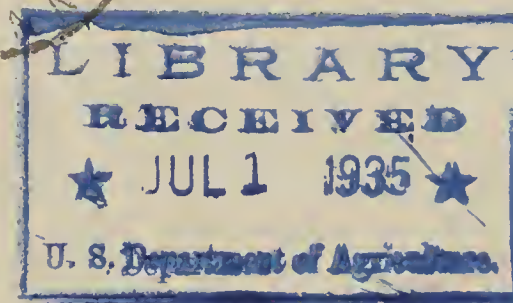
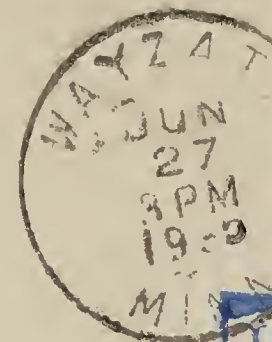
The all season Strawberry that is superior in size, quality, flavor and productivity to any other kind.



Plant stock now available. Prices quoted inside this cover.

DEVELOPED BY

**BRADEN BROS., BOX 21, WAYZATA, MINN.**



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases  
M. R. N.

GPO 8-3591



The Wayzata was discovered by us in an experimental plat of everbearers we had growing nine years ago. The name Wayzata was given to it by the public who asked for the "Wayzata" strawberries. We have no way of knowing its exact origin. Recent comparisons with other varieties have shown that it bears a similarity with the Rockhill No. 26. However, it has been determined that the Wayzata produces more runners, and is more resistant to winter kill and drouth than any plant stock with which it has been compared.

### **THE WAYZATA IS THE STRAWBERRY TO PLANT FOR PROFITS**

The Wayzata bears from June until the ground is frozen, with only a short rest period in July. Plants set in the spring will bear a full crop during the summer of the same year, and will bear again the following spring. It is a real market berry, in every way, superior to any other everbearer and equal to the best of the June bearing kinds. The finest strawberry for the table, or for canning. Keeps its fine appearance and quality when shipped to distant markets. The Wayzata is not an untried novelty. We have grown it for nine years and each year the berries have topped the market in Minneapolis, St. Paul and other markets where we have shipped it. It has been tried by various fruit growers and experimental stations throughout the U. S. and Canada with equal success everywhere. The Wayzata is becoming the most popular strawberry through its merits alone, as it has had very little advertising. Dealers and consumers who have bought our Wayzata berries have been our best advertisers.

A bed of well kept Wayzata strawberries is a beautiful sight and a source of profit throughout the entire growing season. The plants grow large and sturdy with a deep green color. Blossom stems attain a length of twelve inches or more, when well fertilized and watered. We have counted as high as 28 blossom stems on a single plant, each stem having from four to twelve berries. The berries are large, firm, brilliant red in color and have an aroma and flavor that has made it the favorite strawberry with consumers wherever it has been introduced. Our berries have sold on the Minneapolis and St. Paul markets for from one-third to one-half more than any other variety and the demand has steadily increased, as it has become more widely known. Only during the last three seasons have we had sufficient plant stock to set an acreage of any extent. These seasons have been the driest and most adverse to berry culture in the

history of Minnesota. During these seasons, with little irrigation, the Wayzata has netted an average of over \$700 per acre and as high as \$1,200. During the coming season, which promises to be more favorable because of late fall rains and heavy snowfall this winter, we have every confidence in doubling this yield.

START A PATCH OF WAYZATA THIS YEAR.

It will be several years before there are enough Wayzata plants produced to meet the demand at a price that will compete with that charged for other varieties. Raise your own plants from our clean, original stock. We sell only first season runner plants, free from seedlings, disease or winter damage. The Wayzata plants you buy of us will produce more in berries than the price you pay and produce plants that will enable you to enlarge your bed next year.

Our plant stock inspected and placed on the certified list by the State of Minnesota. We invite your own inspection at any time.

The Wayzata will grow equally well on clay, sand or peat soils. Our methods of planting, care and fertilization sent free with every order.

PRICES---Subject to change without notice. Stock limited. Orders filled in rotation as received.

Prices quoted are prepaid. 10% discount will be allowed on all orders reaching us before March 1st if cash in full accompanies order. It is usually about April 10th before plants can be dug in Minnesota. Mention the date you wish to plant.

Special prices to nurserymen sent on request. Enclose number or copy of nursery certificate.

All plants must be returned for replacement or refund, if damaged in transit or not satisfactory

PRICE LIST:

25 Plants .....	\$ 2.50
50 Plants .....	4.00
100 Plants .....	6.50
250 Plants .....	16.50
500 Plants .....	25.00
1000 Plants .....	45.00
5000 Plants or more	\$40.00 per thousand F. O. B.
Wayzata	

WAIVER---The planting and care of the Wayzata plants sold by us being beyond our control we offer no guarantee whatsoever, other than that the plants reach you in good condition and are true to name.



# What Others Say of the Wayzata:

Gentlemen:

I was very well pleased with the results I obtained from your new strawberry which you named Wayzata. It has lived up to all that you said it would do.

It is a very sturdy variety that produces fruit that is extremely large, firm and with a very sweet flavor. With us it has set new plants very freely and can say that it has outdone the Mastodon Two to One in all respects. It is a pleasure to sell and will recommend it very highly.

I congratulate you for producing this fine strawberry.

L. R. Fischer,  
4824 Penn Ave. S.,  
Minneapolis, Minn.

**MINNESOTA FRUIT GROWERS'  
ASSOCIATION**  
St. Paul, Minn.

October 21, 1933.

Braden Bros.

Wayzata, Minn.

You will be interested to know that the Fruit List Committee of the Minnesota State Horticultural Society will recommend placing your new strawberry, the Wayzata, on the official list of varieties approved for trial, at the next general session of the Society to be held next month.

During the past year I have talked with many fruit growers who have seen or grown this new strawberry. It is the consensus of opinion that the Wayzata is much superior in quality and appearance to any other everbearing strawberry now grown in the middle west. As I recall you won first place at the 1933 Minnesota State Fair with this strawberry. The Wayzata appears to be one of the most outstanding of the new fruits of recent origin, and is likely to be of considerable commercial value to growers in this state on account of its excellent shipping qualities.

J. D. Winter, Secretary.

Tried and recommended by Minnesota Horticultural Society; Wisconsin and Michigan Societies.

"The Wayzata has more good qualities than any of the other varieties." W. I. Ritterscamp, Box 597 Chelea, Mich.

"The best Everbearer ever grown." South Mich. Nursery Co. New Buffalo, Mich.

"I bought 100 Wayzata plants from you this Spring and 97 grew and bore and the same time I set out 1000 Mastodon and saved 600. They were planted side by side. I got as many Strawberries from the 97 plants as I did from 600 Mastodon. The Wayzata were larger, better tasting and keeping. I even sold some and they thought they looked artificial. We are not planting any more other kind. Mrs. Fred Roda. Chippewa Falls, Wisconsin, Nov. 30, 1934.

## List of Grocers who handle Wayzata Berries.

DUGAN GROC. CO., 1623 Nicollet Ave.

GROVELAND MKT., 1841 Nic. Ave.

CALIF. FRUIT STORE, 103 So. 6th.

HOLTMAN & NELSON, GRO. 5301--4th ave.

LAGOON FRUIT STORE, 2990 Henn. Ave.

SCHAEFER BROS., 405--14th Ave, S. E.

BIRCHWOOD GRO. 813 S. E. 4th

A. F. OYS & SONS, 4753 Chicago Ave.

PETERSON & CARROLL, 3807 Nic. Ave.

HOVE CO. INC. GRO., 2975 Henn. Ave.

Minneapolis, Minnesota,  
December 21, 1933.

I have been using these Berries for practically an entire season, starting in July and continuing until October 23rd, and during this time my only trouble was in securing enough of Braden Berries, as they were so far ahead of others in shipping quality and appearance that they sold themselves, and one order always meant a repeat.

E. H. Magnuson, Veg. Buyer,  
Gamble-Robinson Co.

"From one year's experience, I am very favorably impressed with the Wayzata strawberry especially in quality which I think is quite superior to anything which we have ever grown, and I have so reported in Wisconsin Horticulture."

H. J. Rahmlow, Sec'y,  
Wisconsin State Horticultural Society.

Minneapolis, Minnesota,  
December 21, 1933.

After two years' experience of selling the Wayzata Strawberry we find that this berry is far superior to any other berry we have ever handled.

It has a wonderful appearance which makes it a good seller and its flavor and keeping quality makes it a favorite with the customers.

H. E. Paulson,  
Witts Market House.

Wayzata, Minnesota,  
December 20, 1933.

We have handled the Wayzata Everbearing Strawberry for the last three years and find them satisfactory in every way.

Their keeping quality has made them a leader over all other everbearing berries. Pettitt-Kysor & Co.